

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC - AUTONOMOUS)

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REPORT
ON
GUEST LECTURE IN RECENT TRENDS IN CUSTOMER RELATIONSHIP
MANAGEMENT
ON NOV 1ST 2018



Submitted by: Mr Sudheer Muhammed KM, Assistant Professor, Department of Management

Mr Sudheer Muhammed KM introduced the guest lecturer Mr Sampath Kumar, System Analyst, Adobe System Bangalore. The program started with lighting of the lamp by all of them including the students. The students from MBA attended the lecturer. Mr Sampath had shared with the audience about recent trends in customer relationship management by using his well appreciated fourteen years of experience of which eleven was in Software and three in Manufacturing and Service sector in various roles. He had in the past held responsibilities as a Calibration and Marketing Engineer while working in the non-IT sector. The six projects that he had been associated with the IT Industry.

He delivered an interesting talk on the influence of social media in firm reputation management and recent trends in customer relationship management. He advised the students to concentrate more on concepts, and gain practical knowledge. He explained how his company use CRM software's and also explained about different CRM vendors. Mr. Sampath Kumar has answered many queries raised by students. Mr Ramesh Reddy proposed vote of thanks.